



Grant Programs Overview

Nature of the Visit Arizona Initiative Grant Programs: Designated by Governor Ducey, the Visit Arizona Initiative Grant Programs are aimed at accelerating tourism recovery, job creation and economic development across the state of Arizona using federal American Rescue Plan (ARP) funds earmarked for pandemic recovery efforts.

Funding Source: American Rescue Plan (ARP) Funds, U.S. Department of the Treasury's Coronavirus State and Local Fiscal Recovery Funds, CFDA/Assistance Listing 21.027

- Funding provided by ARP is meant to aid the tourism, travel and hospitality industries in responding to the negative economic impacts of the pandemic.

Funding Use:

- Funds may be used to *"respond to the public health emergency or its negative economic impacts, including ... aid to impacted industries such as tourism, travel and hospitality."* ([31 CRF Part 35, pg. 7](#))
- For the purpose of the Visit Arizona Initiative, funding will be considered only to entities within the tourism, travel & hospitality industry within Arizona, that meet the stated eligibility requirements and demonstrated need as outlined in the program guidelines.

Eligible Uses:

- *"Eligible uses that respond to the negative economic impacts of the public health emergency must be designed to address an economic harm resulting from or exacerbated by the public health emergency."* ([31 CRF Part 35, pg. 30](#))
- Grant responses must be related and reasonably proportionally to the extent and type of harm experienced. ([31 CRF Part 35, pg. 31](#))

What's Needed to Apply:

- Obtain or confirm your entity's valid [DUNS Number](#)
- Provide proof of [SAM.Gov](#) Account. If your entity is not registered in SAM.Gov, please do so as soon as possible. Proof of SAM.Gov Account registration initiation (Email Confirmation) will be required for application. We understand the SAM.Gov Account registration process will take time. SAM.Gov Account registration needs to be complete by the first reporting period.

How Will Funding Be Awarded:

- An entity may only be awarded once through a Visit Arizona Initiative Grant, but may apply for more than one of the three grant programs to be considered for an award.

What Will be Considered for Award:



- AOT will award applications based on geographic location, demonstrated financial need, scope of work merit in regards to the tourism industry, and alignment with AOT's Statewide Strategic Recovery Plan.

Applications must:

- Describe an appropriate response to the public health emergency or its negative economic impacts, including assistance to households, small businesses, nonprofits, or aid to impacted industries such as tourism, travel and hospitality.
- Provide a tourism, travel, and hospitality industry focused scope of work that will respond to the negative economic impacts of the pandemic.

Competitive applications will...

- Demonstrate alignment with the [Arizona Office of Tourism's mission and the Statewide Tourism Industry Recovery Plan](#)
- Respond to the negative economic impacts of the public health emergency
- Increase Arizona tourism and support tourism-related jobs as the State recovers from the pandemic
- Provide measurable metrics for successful project implementation
- Enhance Arizona's profile as a world renowned destination

Things to note...

- If your entity receives funds for AOT's Prop 302 or Rural Co-op Marketing Programs - grant dollars will not be awarded for tactics already receiving funding through other AOT programs.
- If your entity has received American Rescue Plan funding for specific recovery tactics, you may not apply for the same tactics through the Visit Arizona Initiative (VAI) Grant Programs.
- VAI Funding comes from the American Rescue Plan - you will need a DUNS number and SAM.Gov account to apply for funding.
- If your organization applies for VAI funding over \$750,000 and you are awarded - by federal rule, your entity will be required to submit to a federal audit.
- As the VAI Grant Programs administrator, the Arizona Office of Tourism has the authority to award using their expertise, and discretion.

Questions? Contact Grants@Tourism.AZ.Gov